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TO THE FOLKS AT  
HOME AND SAVE  
LETTER WRITING

VOL. XXXII

SOUTH SAN FRANCISCO, SAN MATEO COUNTY, CALIF., THURSDAY, MARCH 19, 1925.

NO. 12.

## DR. E. I. BARTLETT BUYS INTEREST IN HOSPITAL; DOLLEY TO STUDY ABROAD

Dr. Lessard and Dr. Bartlett to  
Conduct Local Hospital; Staff Is  
Announced.

Dr. Edwin I. Bartlett, for the past ten years assistant professor of surgery and surgical pathologist at the University of California Medical School has purchased a partnership with Dr. Bartlett, will actively conduct the business.

It is planned to have two house doctors instead of one as at present. The second doctor to act with Dr. Raphael in that capacity has not been named. The consulting staff of the hospital will include Dr. Howard Naffziger, neurosurgeon, Dr. Howard Markell, orthopedic surgeon, Dr. L. P. Player, urologist, Dr. William Kerr, and Dr. Ernest H. Falconer internees, Dr. Phillip Arnott, neurologist, Dr. Howard Ruggles, roentgenologist.

Dr. Bartlett, who comes here from the University to California Medical school, is at present the chief surgeon for Aetna Life Insurance Company. He will locate his home here.

Dr. F. S. Dolley has not announced the date for beginning his trip but he expects to depart before summer starts.

## GOLF CLUB TO BUILD COSTLY CLUB HOUSE

Course on Baden Farm to  
Be Opened Oct. 1,  
This Year

Construction of a clubhouse to cost \$100,000 to be furnished at a cost of \$25,000 before October 1 next is the plan of the California Golf Club recently organized, according to local men who are members.

The California Golf Club is to be located on the Baden Farm formerly owned by E. C. Burr.

The entire tract comprises 450 acres, 150 of which will be devoted to an 18 hole golf course, 150 acres on El Camino Real to be disposed of for residence property and 150 acres in the hills to be reserved for homes for members of the club.

Originally it was planned to build a \$50,000 clubhouse but at a meeting held in San Francisco April 9 it was decided to double that sum. Short term bonds will be issued to meet the initial expense. In a very short time in the meeting 100 members subscribed for \$40,000 of these bonds.

The clubhouse and course are to be opened October 1, 1925. E. C. Burr will tee up the first ball on that date.

Membership in the club is limited to 400 and already there are 340 paid up members. Local men belonging are Dr. F. S. Dolley, J. O. Snyder, E. C. Peck and F. A. Cunningham.

The project will mean a great deal to the business life of this city because it will be located just one-half mile from here and will be reached via Orange avenue. If the Orange avenue extension is secured all of that business will come here.

There is a duplex plot. It is this. South San Francisco has acquired a park that is to front on Orange avenue. There is no Orange avenue. At the other end of where Orange avenue ought to be there is a tract known as Los Cerritos. Its citizenry, including its children, now go elsewhere than here to trade and to school. They belong to this city, but they are forced to go elsewhere to do their buying and to get police and fire protection because they are isolated.

The city has a petition before the railroad commission seeking to be allowed to cross the tracks of the Market Street Railways with Orange avenue. The hearing is slated for 10 a. m. on Tuesday, April 21, in the city hall before Commissioner Squires.

So, the city trustees, in solemn session Monday night, named Sunday, April 19, as Orange Avenue Day, when the street will be cut straight through the willows, along lines to be marked out by City Engineer Kneese. Then when Commissioner Squires arrives and wants to know what and where this Orange avenue is that wants to cross some street car tracks, he will be shown as well as told.

Quite a fancy little plot, and incidentally a project that will bring great profit and no inconsiderable amount of fun to the city and citizens.

A committee headed by Trustee A. J. Eschelbach, whose idea it is, is developing plans for Orange Avenue Day.

Among these plans are: The formation of two teams, a North Side and South Side, to start at either end of the proposed extension. When they have chopped their way through the willows and have bumped, a barbecue will be held. Members of the Woman's Club will serve and the barbecue will be done by an expert. Who knows but some entertainment may be provided—a song and dance while the basted beef is being devoured?

While plans are still under process of formation the warning goes out from the city hall, from the council chambers wherein Mayor McNellis and his four cohorts sit bi-monthly, to the general public that no dates or out-of-town trips are to be countenanced on Sunday, April 19. Every man, woman and child who has the best interests of the city at heart is expected to start soaking his, her and its hands in brine to harden them for the few hours of shovel and pick wielding. There will be work. There will be fun. You are invited.

The Orange Avenue Day committee is composed of the following: A. J. Eschelbach, chairman; H. F. McNellis, Hugh McCaffrey, C. B. Hodgkin, Bobby Burns, B. H. Truax, George A. Kneese, Ira H. Potter and Harry J. Borba.

## AUTO HITS STREET CAR DRIVER IS FINED \$50.00

Plans for the erection of a three-story apartment and store building at the corner of Maple and Grand avenues have been announced by Vincenzini Brothers, proprietors of the Columbia and Radio Meat Markets. Construction is to be started immediately on what will be one of the biggest buildings in the city.

The plans as announced include two upper stories to be occupied by ten 2-room apartments and one three-room apartment each.

This action is seen as an end to a controversy as to who owns the present Raiston avenue sewer which was built by private capital.

POPULATION HERE  
GIVEN AT 7000

The population for South San Francisco is 7000 in a book of census figures for Peninsula cities compiled by the Los Angeles Chamber of Commerce.

The same source gives the combined population of San Mateo, Burlingame and Hillsborough as 25,000; Menlo Park, 4000; San Carlos 2000; Redwood City 7500; and San Bruno 3000.

and the balance of the suits will be bought later on.

Members of Bernard McCaffrey Post, No. 85, American Legion, will help the boy scouts conduct the whisky.

On the first Wednesday after the Lenten season, April 15, the Boy Scouts will give a whisky party in Fraternal Hall, this city. The scouts are anxious to secure enough money to finish equipping their uniformed drill team. According to Scoutmaster Fred Schmidt, several of the boys are without uniforms. If the raised sum proves to be too small hats and neckerchiefs will be purchased

## SHOVELS AND PICKS TO FLY ON ORANGE AVE. DAY, SUNDAY APRIL 19

Sunday, April 19, is "Orange Avenue Day."

Sounds like delayed opposition to St. Patrick's Day. It isn't. It is the day on which all able-bodied men and women are asked to come to the aid of the city in the fight it is waging to have Orange avenue extended through to Los Cerritos tract. On that day the butcher, the baker and the candlestick maker are expected to roll up their sleeves and acquire some real callouses on their mitts wielding a pick and shovel to clear a way through the willows over the proposed right of way of Orange avenue.

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## MRS. WILLIAM THORPE GIVEN SURPRISE PARTY

Charles Johnson, 190 Gough street, paid a fine of \$50 in the court of Justice of the Peace Ed. Farrell on Monday morning following his arrest Sunday by Constable Friday. Those present were Messes M. Caviglia, N. Dixon, F. Valentine, M. Dixon, Leone Ludwig, M. Martinelli, Cecil Mansaeu, S. Stoner, W. Regan, Mae Kaiser, E. Petroff, C. L. Creigh, and M. Marshall.

Grand evening, for the benefit of the Methodist church. Guests are requested to come prepared to sew and bring a small silver offering. All who are interested are welcomed.

PLAN BENEFIT FOR  
CHURCH THURSDAY

Mrs. F. S. Dolley and Mrs. J. W. Coleberd will entertain next Thursday afternoon at the residence of Mrs. F. S. Dolley, 512

## PAYS FINE ON ASSAULT CHARGE

Recorder Hears Several  
Cases on Monday  
Morning

Charged with assault and battery by A. Meier of this city. James J. Murray, sheet metal worker living at the Veranda Hotel, paid a fine of \$10 before City Recorder Ed Nolan Monday morning. It is alleged that during an altercation Murray brandished a knife and attempted to slash Meier.

A charge of disorderly drunkenness against Tom Douglas was dismissed. Joe Novick was convicted of drunkenness and paid a fine of \$10. He resides at the Ship Hotel.

Isidoro Ibarra of Five Points, near Redwood City, was fined \$25 for reckless driving. Ibarra was arrested by Chief of Police Louis Belloni following a crash on San Bruno road Sunday. A. E. Galvin

was a complaining witness.

## Orange Avenue Hearing Set for Tuesday, April 21

Tuesday, April 21, at 10 a. m., in the City Hall, Commissioner Squires of the Railroad Commission will hear the city's petition to extend Orange avenue at grade across the tracks of the Southern Pacific and Market Street Railways to Los Cerritos tract and the highway.

The date was announced Tuesday by John F. Davis, city attorney. It is planned to have Orange avenue cut through before that time so the commissioners may view it and the park site in the willows. Petitions are to be circulated by the chamber of commerce and these will be presented at the hearing.

It is imperative that there be a large delegation present at the hearing.

## ROAD VENDORS RULED OFF BY SUPERVISORS

Fry Named Dairy Inspector  
in Session  
Monday

REDWOOD CITY, March 19.— Passage of an ordinance to curb the activities of "sandwich wagons" and portable fruit and soft drink stands on the highways of San Mateo county was effected recently at a meeting of the board of supervisors.

This action was taken following an address by L. B. Schilling of the California Trading Post at Atherton, who said he represented 25 business members of the High-Way Business Men's Association of San Mateo county.

The ordinance was one prepared by District Attorney Franklin Swart some time ago, but which was never passed. It prevents sales on the highway right of way and carries penalties for violations. On motion of Dr. C. V. Thompson, a member of the board, seconded by Supervisor Manuel Francis, the measure was passed. It will become effective in 30 days.

## Maps Approved

A map of Valley Park subdivision of the South San Francisco Land & Improvement Company was approved by the board. The supervisors also approved a map of a subdivision for the Belle Monti Country Club.

The matter of the application of the Great Western Power Company for a franchise for power lines in the northern part of the county was laid over for the next meeting.

Steps to readjust the insurance carried on county funds were taken by the board today. The county treasurer said that treasury funds were insured for \$100,000 against theft or loss, and that there was rarely over \$10,000 in the treasury. The county has approximately half a million dollars in securities, and it is proposed to put a \$200,000 insurance on the securities and cut the cash policy to \$10,000. The matter was put over until the next regular meeting, April 6.

Name Dairy Inspector

On motion of Supervisor Thompson (Continued on page 5)

## CURFEW SHALL RING RULES CITY FATHERS

Eagles Given Permit to Hold Circus;  
Decide Not to Hold July 4th  
Celebration; Will Have Fall Fiesta

Small boys and girls, and boys and girls who are not so small, but are under 16 years of age, may be reminded by the fire whistle that it is 9 o'clock and time they should be off the street. A

charge of disorderly drunkenness against Tom Douglas was dismissed. Joe Novick was convicted of drunkenness and paid a fine of \$10. He resides at the Ship Hotel.

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## REAL ESTATE

HOMES—LOTS  
BUSINESS PROPERTY

## New 5-Room House

Modern, Large Lot, for Quick Sale

Price \$4,400. \$450 down. Balance,  
\$40 per month.

HOTEL—45 rooms, furnished. Close in. Bargain.

ROOMING HOUSE—15 rooms, furnished. Big bargain.

ALL THESE HOUSES ARE BARGAINS  
AND STRICTLY MODERN

B. H. TRUAX

222 Linden Ave.

PHONE—RES. 274

PHONE—OFFICE 215

## Business Directory

**THE MARCEL SHOP**  
Marcelling, Shampooing, Water-waving, Manicuring  
**AGNES WOOD**  
258 Grand Avenue in the Peninsula Drug Store. Phone So. S. F. 138W for appointment.

**SANITARY BAKERY**  
UNGARETTI & CO.  
312 Grand Ave.  
Phone So. S. F. 408.

**All American School of Ballet**  
Classic, toe and stage dancing, to open at Fraternal Hall, 415 Grand ave., Friday afternoon, 1 to 6 o'clock.

Classes now forming. For particulars, phone 189-J or write San Bruno, Box 321, Mrs. L. Gaze, director.

**MODERN BUNGALOW**  
with garage for sale cheap. Built within past year; all modern conveniences. \$200 will put you in possession. Balance like rent.

**HELMORE & CO.**  
San Mateo Ave., San Bruno. Phone San Bruno 43.

**Kauffmann Brothers**  
EXPRESS AND DRAVING  
Wood, Coal and Ice  
Office with Wells-Fargo Exp., 377 Grand Ave., South San Francisco Phone 55-W

**J. G. WALKER**  
Real Estate  
Life and Property Insurance  
355 Grand Ave. Phone 704

**SOUTH CITY TAILOR SHOP**  
Suits that fit and wear.  
CLEANING PRESSING  
REMODELING  
Emil Oeschger, Prop.  
112 GRAND

**Ajax Roofing Co.**  
Roofing Contractors  
DAMP PROOFING AND  
REPAIRING  
Estimates Furnished—Work  
Promptly Attended To  
and Guaranteed  
309 Grand Ave.  
South San Francisco  
PHONE 188-J

Of  
Community  
Interest

Edited by  
Mrs. J.  
Mackey

## SAN BRUNO NEWS ITEMS

VOL. XXXII

THURSDAY, MARCH 19, 1925.

NO. 12

PLAN IMPROVEMENTS  
IN FOURTH ADDITION

At the regular meeting of the board of trustees, Wednesday evening, the following building permits were granted: Duncan Beaton for a porch to his residence in Belle Air Park; George Reid, a garage in Third Addition; Frank Ruzic, a garage in Fourth Addition; Carl G. Olsand, a dwelling in Huntington Park; H. Christmar, a dwelling in Belle Air Park; W. L. Bratzell, a six-foot fence and shelter for storage of lumber; Leonard & Holt, for alterations to the real estate office, which they have taken over from Henderson & Bung.

Frank Petracosta requested that a light be erected at Fourth avenue and Elm street. Trustee Trager recommended that a light be erected on Mills avenue between Kains and San Bruno avenue. Engineer Klassen stated that everything necessary for the contemplated improvements in Fourth Addition would be in readiness at the next regular meeting on the 25th. The members of the board have planned to look over the ground Sunday morning. The city is having 1,000 maps printed. These maps will be available at the city hall and will be a great help to those seeking information about the city.

Last Friday evening, the first of the regular fire drills was held at the fire house, on San Mateo avenue, with Capt. Norman Nassitts in charge.

## SCHOOL ELECTION, MARCH 27

The polls will be open at the Northbrae and Edgemont School for the school board election to be held Friday, March 27, from 2 p. m. until 7 o'clock. One trustee is to be elected for a three-year term. Trustee J. Cunningham's term expires and he will be up for re-election. Norman Nassitts of Sylvan avenue is also a candidate. The clerks in charge of the polls are as follows: Mrs. Webster, Mrs. Sonegar, and Mrs. W. N. Holliday at the Edgemont School, and Mrs. J. Cunningham, Mrs. Ledwith, and Mrs. Gailathar, at the Northbrae School.

Mrs. Igazi, former resident of San Bruno, has moved into the Barnett home on Sylvan avenue, and will reside there during the absence of Mr. and Mrs. Barnett.

The photographs of the school children are on display in the recorder's office.

STANFORD STUDENT  
FILLS CHURCH  
PULPIT

Youthful Minister Holds Big Congregation at Church on Peninsula

Stanford University has many students working their way through college in versatile ways. But only one of the self-supporting group can be said to be "preaching his way through." This honor is held by Leland G. Stanford, graduate law student, who registers from San Bruno, where he preaches at the Community Methodist Church. The student minister is not related to the founders of the university, though his name might lead to that inference. Mr. Stanford assumed his San Bruno pulpit charge last September. Though not ordained, he had preached almost between college classes at Sunnyvale. Then the San Bruno flock heard of him and gave him a call.

In four months this young man's preaching (he is 24) and spiritual leadership has doubled the attendance at his church in San Bruno.

While the membership of his church is Methodist, the church itself is a community institution, the only Protestant church in the community of 3,000. He preaches to a mixed congregation of Methodists, Episcopaleans, Seventh Day Adventists, Baptists, Lutherans and other denominationalists.

In his church of 50 members, he has organized a young people's orchestra of nine pieces, a double male quartet, a ladies' quartet, weekly motion pictures, non-church community nights and local entertainment for the members.

Mr. Stanford turned to the pulpit largely to work his way through college, he says. He had been interested in public speaking while attending high school at San Diego.

He holds several fixed theories in his mind, among them the proposition that if anyone in the congregation goes to sleep, it is the speaker's fault. Consequently, he preaches short, interesting sermons.

"One should know what he is talking about, and go at it in a sensible way," he explains.

Mr. Stanford declares he is not a modernist, since "modernism will always change." A fundamentalist? "Yes, but I see 'fundamentals' differently than do some others."

"I believe in teaching and preaching and living the golden rule just as it was laid down by Confucius and Socrates hundreds of years before Christ, just as it was exemplified in the life of Christ, just as it is found in the teachings of an untold million other souls through the ages."

"I believe men are in harmony at heart and muddled in mind. My goal is to see humanity agree on the fundamentals and drop the

Preaching Way  
Through College

Entry cards for the children's pet exhibition in the Civic Auditorium, San Francisco, April 7 and 8, can be obtained from the teachers of both schools before next Friday.

Mrs. Irvine, wife of the Rev. G. W. Irvine of Grace Presbyterian Church of San Francisco, attended the luncheon at the Methodist church, last Wednesday afternoon. She was accompanied by Mrs. J. Spain of San Francisco and Mrs. William Noble of Daly City.

There will be one Trustee to elect for three years.

The polls will be open at 8 o'clock a. m. and kept open until 8 o'clock p. m.

The officers appointed to conduct the election are:

A. K. Klessinger, Inspector.

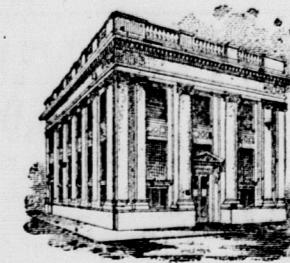
G. Carl Weller, Judge.

H. A. CAVASSA, W. H. CANNING,

School Trustees, San Francisco School District.

Dated: March 6, 1925. 2-12-3t

—tested by time



WE'RE WISHING YOU'D LEARN TO  
KNOW THE VALUE OF AN ACCOUNT  
AT THIS BANK FOR ITS PRACTICAL  
AID \* \* \* AND TO KNOW, TOO,  
THAT WE'LL ALSO BE HELPERS IN  
YOUR PLANNING.

—helpful

## LEGAL

## NOTICE TO CREDITORS

NOTICE IS HEREBY GIVEN to the Superior Court of the State of California, in and for the County of San Mateo, or to exhibit the same, with the necessary vouchers, within ten (10) months after the first publication of this Notice, to the said debtors, or to their assigns, at the office of J. E. McCurdy, Coleman Building, San Mateo, California, the same being the place for the transaction of the business of the County of San Mateo, State of California.

Dated this 26th day of February, 1925.

FABIAN S. MOJICA,  
Administrator of the Estate of Louis  
Gregorio Cordero, Deceased.  
J. E. McCURDY,  
Attorney for Administrator, San  
Mateo, California.  
March 5-5t

Phone Randolph 988

GEORGE PAPPAS  
FLORIST

Opposite Holy Cross Cemetery

FLOWERS FOR ALL OCCASIONS

Funeral Work a Specialty

Prices Reasonable

Open 8 a. m. to 6 p. m.

INSTEAD  
OF  
RENTING

Start this month—save your rent money—and make it return you something more tangible than a bunch of rent receipts. The same you NOW PAY OUT each month for the privilege of living in a home somebody else owns will buy a cozy bungalow, and in a few years give you the deed to a valuable piece of real estate.

Which is better off—the man with a deed worth three or four thousand dollars, or the man with a bunch of paper rent receipts? Every month you delay is YOUR LOSS.

See New Bungalow  
Just Completed

5 rooms, all necessary built-in features throughout; hardwood floors.

## This Is a Bargain

A small payment down and balance "like rent."

## E. C. PECK COMPANY

304 Linden Ave.

OR THE

SOUTH SAN FRANCISCO LAND AND IMPROVEMENT CO.

L. W. Thayer, General Manager

SAN MATEO BANK BLDG.

SOLD FOR \$75,000

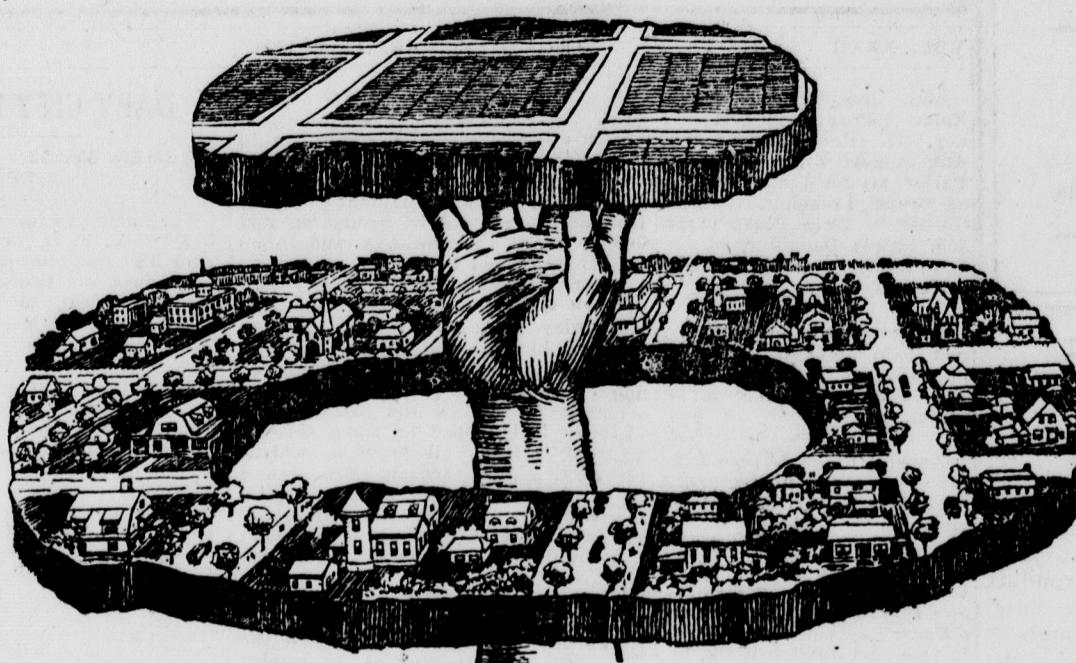
The Peninsula Acceptance Corporation has just purchased the National Bank building on the southeast corner of B and Third avenue in San Mateo for \$75,000. The building was formerly owned by the Thomas Coleman Co.

It has a 51 foot frontage on B street and 110 foot frontage on Third avenue.

The Acceptance Corporation will open a branch office of the concern when the bank moves into its new building.

Tall trees are now successfully transplanted by means of a newly invented machine.

**Build  
Here**



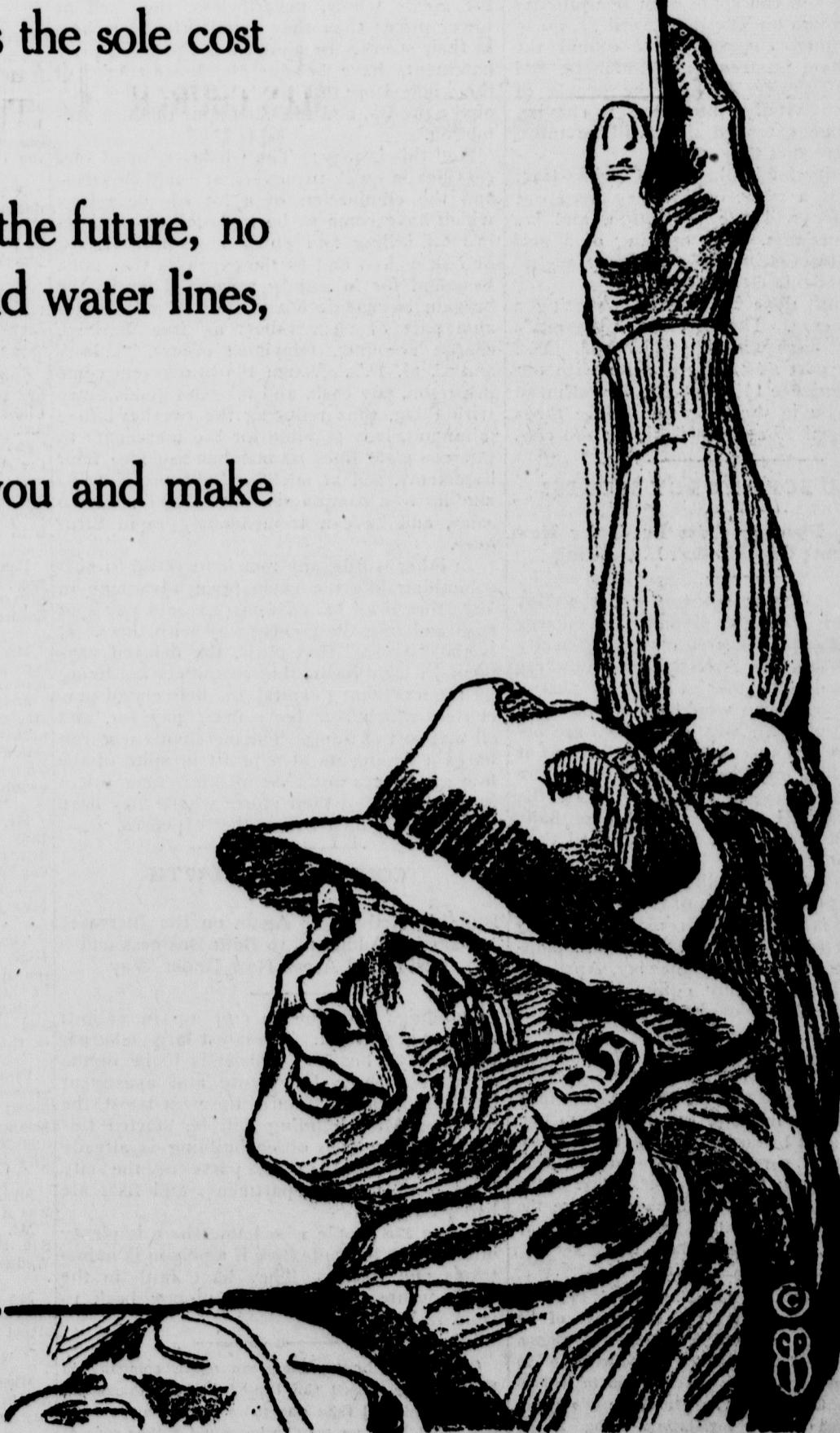
**Build  
Now**

**S**OUTH San Francisco offers exceptional opportunities to the home-builder. With miles of paved streets, sewer lines, water mains and power facilities already installed, the city is developed to a point where the initial cost of building is the sole cost that must be faced.

There is no street work to be figured in the future, no sinking of ditches to probe for sewer and water lines, and petitioning for power.

South San Francisco is ready to greet you and make you feel right at home.

**MANUFACTURERS'  
ASSOCIATION**  
of  
**South San Francisco**





Founded 1895.

GEORGE MORELL, Publisher

Harry J. Borba.....

Managing Editor

Telephone So. S. F. 77.

Office, 219 Linden Ave.

Published Every Thursday.

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THURSDAY, MARCH 19, 1925.

### THREE THINGS YOU CAN DO TO SECURE THE EXTENSION OF ORANGE AVENUE

**City Trustees Have Planned Their Case Well; Its Success Depends Upon Your Support and Assistance**

Again the railroad commission is going to decide the merits of the city's plea for the right to extend Orange avenue to Los Cerritos tract. The case of the city has been strengthened greatly since the hearing last year. The purchase of park in the area to be opened by Orange avenue will influence the commission, it is believed. More evidence for the cause has been collected by the city officials. Three things remain to be done and they must be done by the individual citizen of the community.

The city fathers have declared Sunday, April 19, as "Orange Avenue Day." It is proposed to cut Orange avenue out of the willows, so the commissioner who hears the city's case can see exactly what is wanted and what areas are opened by the street. If you can possibly spare the day, prepare now to do your part on the business end of a pick or shovel. Food of the best will be provided when your labors are finished. That is task number one.

The second does not require so much manual labor. It is the mere signing of a petition which will be presented by the chamber of commerce. The more signatures on these petitions the greater will be their influence on the commission.

Thirdly, if you can spare even five minutes from your labors on Tuesday, April 21, go to the city council chambers and attend the hearing. There is strength in numbers, and if the commissioners believe the people of this city are vitally interested in having Orange avenue extended they will be influenced in the verdict they return.

The necessity for joining Los Cerritos tract to the city is a great one. They need our schools, police and fire protection, and we need their business. The opening of a golf course and tract across the highway means more business this city can secure.

The city has done its part in preparing a very strong case. The success of the city's petition now rests with the individual. You can do your part as outlined above with but little inconvenience to yourself. It will mean money for you in the long run. Save those two days, April 19 and April 21, for the city.

### ARE YOU FOR THE BOY SCOUTS?

**Local Troop Plans to Raise Funds for New Equipment; Organization Is Growing**

According to their scoutmaster, the Boy Scouts of this city are planning to enlarge their membership. Several men in this city have backed the Boy Scouts since they were first organized, but it is only lately that a man was secured who would devote his time to leading the boys. Now more boys are becoming interested in scouting, which is as it should be. This city should have many more than a single troop. Scouting keeps the youngsters from hanging around pool halls and places they shouldn't frequent until they are of age, at least.

The purpose of this editorial is not to remind you of the worthiness of the scout movement. That is universally recognized. It is to remind you that the Boy Scouts are planning a whist party for Wednesday, April 15. They need funds to buy equipment. Your presence there will be evidence that you're back scouting.

A brief press dispatch the other day said 1,500 residents of the town of Lava, Wyo., had lost their homes through the ruling of a federal judge that the town site must be vacated because the Ohio Oil Company holds a government lease on the land, which is in the Salt Creek oil field. That ruling calls for investigation at Washington; likewise the lease to the corporation, which has made so many people homeless. —Sacramento Bee.

Some 20,000 measures were introduced into the sixty-eighth congress during the two years of its life. Only a small percentage of these, of course, were enacted into law. But the introduction of so many bills denotes a menacing condition in legislative bodies in this country. There are too many laws—too much trivial legislating.—Long Beach Press-Telegram.

That vicious circle again: The farmer can now get higher prices for his wheat, so he can pay higher prices for implements and labor so he can raise more wheat.—Vacaville Reporter.

### THE BARGAIN BASEMENT

#### Some Suggestions for the Thoughtful in the Policies Which Regulate These Modern Department Store Features

There are some ideas worth considering, even though it may not be possible to take advantage of them, in a survey of the conduct and success or failure of underprice basements of big department stores throughout the country that was recently made by the Sales Promotion Division of the National Retail Dry Goods Association. This association, membership in which is held by progressive firms in all the chief cities, is a sort of research bureau, among other things, gathering facts of use to dry goods merchants and distributing them.

Bargain basements have been operated by big stores for a number of years, and probably the general opinion is that they are largely a means of getting rid of stuff that could not be sold in the regular departments and of disposing of other goods the quality of which is below the regular standard, the chief point of the bargain basement being price. Possibly that was the original idea, and low price is still the main inducement to buyers.

Merchants who have made their basement stores pay, however, according to this survey, are the ones who do not regard these basements as in any way outlets for their upstairs departments, but wholly separate and independent enterprises. Moreover, these successful men have insisted on good quality in the goods which, nevertheless, they sell at lower prices than they could offer elsewhere in their stores. In some cases these low-price basements have become the busiest part of the whole store, the producers of a chief part of the profits, and the chief spur of sales promotion.

And this is why: The whole secret of success lies in quick turnovers, at small profits—and the elimination of a lot of the things which have come to be regarded as essential in retail selling, and which through direct cost or risk of loss add to the expenses that must be cared for in selling prices. That is, the bargain basements cut out all or a considerable part of such things as free delivery, charge accounts, telephone orders, "holds," and C. O. D.'s. When the purchasers come in person, pay cash, and take the goods away with them, thus reducing the overhead to a minimum, it is possible for the merchants to put complete lines of merchandise into their basements, sell at such a slight profit as to amount to a continuous succession of bargain sales, and have a tremendously rapid turnover.

In other words, any merchant could furnish something like the same price advantage in any store if all his customers would pay spot cash and take the goods away with them. It is the "service" that costs, the delayed payments, which means that customers are living on the merchant's capital, the delivery of purchases, which somebody must pay for, and all that sort of thing. The merchants who run bargain basements at a profit in spite of the low prices, are not able to offer these prices in other parts of their stores where they have to provide against these other expenses.

### CONTINUED GROWTH

#### Building Activity Is Again on the Increase; Valuable Additions to Both Business and Residential Areas Now Under Way

Buildings continue to crop up in various sections of the city. The latest large addition to the city's business district is to be in the form of a three-story store and apartment building. Construction of the next latest, the new postoffice building will be started this week. The phone office building is already completed. And in all parts of the city bungalows, houses, apartments and flats are being built.

There are people who know there is plenty of money to be made here if a person is industrious and thrifty. They have faith in the city's future and put their money back to work in buildings.

Opera sung by an American opera company in English is promised the United States the coming year. That will take one more excuse away from the "tired business man" who would rather stay at home and read the sporting page than go to a movie. We are reminded, however, that Puccini's "Madame Butterfly" was first produced in English, but it did not become a whale of a success until "Madame" became "Madama" and it was sung in Italian.—Stockton Record.

That vicious circle again: The farmer can now get higher prices for his wheat, so he can pay higher prices for implements and labor so he can raise more wheat.—Vacaville Reporter.

### Live Local Topics



## COLMA, DALY CITY, LAWNDALE

VOL. XXXII

THURSDAY, MARCH 19, 1925.

NO. 12

### DALY CITY NOTES

#### FIREMEN STAGE SURPRISE PARTY

The members of Company No. 4, D. C. V. F. D., held a most interesting surprise party at their fire house on Peoria street, last Saturday night, in honor of the home-coming of Mrs. A. Fonseca, 1056 Brunswick street, who has been visiting her daughter in San Francisco.

The evening was spent in dancing. Music was furnished by Laurence Vireno, George Tocaino, Ray Ottoboni and Roy Scaramella. Dainty refreshments were served to the following: Messrs. and Mesdames E. Cuneo, R. Pappiano, A. Chestney, A. Bodien, J. Vioti, A. Fonseca, E. Oliotti, the Mesdames A. Vireno, E. O'Connor, and the Messrs. Augustin and J. Penstermaker.

Mrs. A. Cobleigh of Peoria street entertained 12 of her relatives at her home last Tuesday in honor of her birthday.

Little Margaret Fahy, daughter of Mr. and Mrs. Leon Fahy, formerly of this city, celebrated her birthday with ten little girl friends at her home, 1482 Fifth avenue, San Francisco, last Saturday afternoon. Her home was beautifully decorated in St. Patrick's colors. Mrs. G. Augustin and children of 501 Evergreen avenue attended.

Mr. and Mrs. F. Continolo and Roselle and Frank, of 429 Evergreen avenue, are spending a month in Santa Barbara where Mr. Continolo is engaged in business.

F. Michaelson of 140 Miriam street has been quite ill this week.

Russel Wegner of 260 Peoria street, accompanied the HI Seniors of the Mission High School on a hike to Big Lagoon last Sunday.

Mr. and Mrs. E. B. Beach and Mr. and Mrs. Greene, of Greenville, Calif., are spending the week with Mrs. L. Brown of 121 Hillcrest Drive.

Mrs. Louis Nava of Rainier street spent Tuesday of last week in San Francisco.

The History Club of El Carmelo Parlor No. 181, Native Daughters of the Golden West, will visit the M. H. De Young Memorial Museum Saturday, March 28, and will be entertained in the California room by Miss Dolores Barron and Dr. George Barron.

The members of the Girls' Club of Colma enjoyed their monthly supper at their clubrooms in the Colma Community Center building on Dunk street.

The members of the Girls' Club of Colma received a letter of thanks from the disabled veterans of Palo Alto Veterans' Hospital. The club sent a sum of money to the hospital for the purchase of books for their library.

Mrs. Louis Nava of Rainier street spent Tuesday of last week in San Francisco.

The members of the Girls' Club of Colma enjoyed their monthly supper at their clubrooms in the Colma Community Center building on Dunk street.

The host of friends of Mrs. Neil Best of Peoria street will be glad to hear of her return from the Wakefield Sanitarium.

Mrs. M. White of Theta avenue and Mrs. B. Rollin of Hillcrest Drive has left for Visalia, Calif., to attend the annual state convention of the Royal Neighbors.

Mrs. Dave Cramer of Miriam street has purchased a lot on Miriam and Park avenues and is contemplating erection of a bungalow there.

George Haller of Hanover street is sporting around in a new Hudson coach.

#### SOUTH S. F. SUED BY DETECTIVE

A. J. Kane, head of the Kane detective agency, Tuesday filed suit against the City of South San Francisco and its former mayor, George W. Holston, for \$584.50.

This amount, he claims, is the balance due him for services rendered the city during the past two years. Kane's activities in South San Francisco caused an upheaval in politics in that city last year.

If you are looking for reliable head lettuce, try it by many gardeners, order iceberg and Mignonette. The latter is a favorite summer variety with Western gardeners.

summer the fire department, at certain periods and in certain districts of the city, had only its chemicals to use in case of fire. City officials declare that the reservoir is needed, whether or not Hetch Hetchy water is made available.

The sidewalks and street work around the parks are improvements that have been in demand for some time.

### DAHLIAS INTERESTING TO PLANT ENTHUSIAST

## ROYAL THEATER

### Program

FRIDAY, MARCH 20

Conrad Nagel in "Tess of the Urberville's" Spat Comedy "Hunter Bold" "The Go-Getter" Number 12

SATURDAY, MARCH 21

Blanche Sweet in "Those Who Dance" Wm. Desmond in "The Riddle Rider" No. 5 Larry Semon in "Rooms and Rumors"

SUNDAY, MARCH 22

Tom Sanchi in "The Plunderer" Peerless Comedy "Wrong Wagon" and "Present Arms"

MONDAY AND TUESDAY, MARCH 23-24

Richard Barthelmess in "Classmates" Will Rodgers in "Our Congressman" News and Topics of the Day

### WEDNESDAY AND THURSDAY, MARCH 25-26

Tom Mix in "North of Hudson Bay" Ben Turpin Comedy in "Yukon Yoke" Fables, and Crossword Puzzle No. 6

## Your Best Investment Property For Sale

5-room house, Grand avenue, on 33-foot lot; fair condition \$3,700

New 3-room house, 50x100-foot lot, near highway, in San Bruno. Can sell on terms \$2,800

7-room house, Baden avenue, with basement and out-buildings; both street and alley paved \$4,700

Dandy new 5-room house with full basement, excellent condition. See us for terms. Commercial avenue.

New 4-room house on California avenue, 50-foot lot. Full concrete basement. The price is right.

A good business lot on Grand avenue, close in. All street work paid. Alley paved. For short time \$5,000

A very good 6-room house on Miller avenue; corner lot. Good rental property, at \$7,500

These and many other good buys. Come in and look them over.

## F. A. CUNNINGHAM

PHONE 102-J

### Real Estate—Insurance—Loans

Representing Western Loan and Building Co.



Lot in High School Park, 45x100 ft. At a sacrifice. Same location. Lot 40x100 ft. Owner has slashed price \$100.

5-room modern bungalow. Lot 80x120. Reduced for quick sale.

4-room house on Linden avenue. Lot 37 1/2x140 ft. A bargain.

4-room modern bungalow on Miller avenue. Lot 40x140.

24-room hotel on San Bruno road. All street work done. Lot 50x151 ft.

2-story house on Lux avenue. Lot 30x140. Will sell cheap.

## B. J. RODONDI

### Real Estate and Insurance

"A GOOD OFFICE TO DO BUSINESS WITH"

309 Grand Avenue South San Francisco



## Eyesight Enjoyment

No one knows how much it means to have good eyesight until it is gone, so why not afford your eyes every possible protection by having them examined regularly and glasses fitted when needed?

**H. C. KOOP**  
Optometrist  
Peninsula Drug Co.  
258 Grand Ave.

## WORD PUZZLERS

Workers have the best opportunity to win success when equipped with

### Webster's New International Dictionary

"The Supreme Authority"

It contains over 407,000 words, including thousands of new terms, 32,000 geographical subjects, 12,000 biographical entries. Answers all kinds of questions of *What, Why, When, How, Where and Who*. Constantly improved and kept up to date. Cross-Word Puzzle Editors use it as their authority.

Why not be in the winning class? WRITE for specimen pages and prices. Free pocket maps if you name this paper.

**G. & C. MERRIAM CO.**  
Springfield, Massachusetts

NATIONAL WEBSTER

A traffic officer in Germany uses an electric disk to give signals at night.

### Fraternal Directory

FRANCIS DRAKE LODGE No. 378, F. & A. M., meets at Fraternal Hall first Friday every month for stated meeting.

L. G. Hardy, Jr., Master.

G. W. Holston, Secretary

SOUTH CITY LODGE No. 832, L.O.O.M., meets in Fraternal Hall every Tuesday evening at 8 p.m. Visiting brothers welcome.

J. J. Kelley, Dictator.

Lester Howard, P.O. Box 327.

South City Aerie, No. 1473, meets every Tuesday evening in Fraternal Hall, 8 o'clock.

A. Harder, Worthy President.

D. J. Hyland, Secretary.

Visiting brothers welcome.

SAN MATEO CHAPTER No. 106, R. A. M., meets at the City Council rooms, City Hall. Visiting members cordially invited.

C. W. King, H. P. G. H. Earhart, Sec.

33 West Broadway Ave.

Phone S. M. 448-R.

Bernard McCaffrey Post No. 55, American Legion, meets every Friday evening at 8 p.m. in the City Council rooms, City Hall. Visiting comrades welcome.

W. J. Hyland, Commander.

W. F. Vargas, Adjutant.

PROGRESS CAMP No. 42. Woodmen of the World. Meets second Wednesday of each month in Fraternal Hall.

Frank Moica, Consul Commander.

Daniel McSweeney, Camp Clerk.

Tippecanoe Tribe, No. 111, Impd. O. R. M. meets every Friday evening at 8 o'clock in Fraternal Hall. Visiting brothers welcome.

A. Sanachem.

A. Maderas, Collector of Wapum.

M. Bernard, Chief of Records.

Hall's Catarrh Medicine is a combined local and internal, and has been successful in the treatment of Catarrh for over forty years. Sold by all druggists.

F. J. CHENEY & CO., Toledo, Ohio

## Face of Mountain Blasted Off to Make Way for Scenic Motor Road Along Coast Near Los Angeles

### Tunnels Cut Into Steep Sides of Rock and Filled With Black Blasting Powder

THE scenic beauty of the coast of California compares favorably with any coast of the United States, and in order that motorists may enjoy the pleasures of a tour along the water front, the California Highway Commission is building roads, which skirt the shore in some almost inaccessible places. One of these is the

BLASTED MATERIAL REMOVED BY STEAM SHOVEL



JUDGE JUST HOW HEAVY TO LOAD A CHARGE OF EXPLOSIVES OR HOW FAR BACK FROM THE FACE OF THE CLIFF IT WOULD BREAK THE ROCK. ON ONE OCCASION THE POWDER FOREMAN FIRED A BLAST FROM A POINT WHICH HE ESTIMATED WOULD BE SUFFICIENTLY FAR BACK FROM THE EDGE OF THE CLIFF TO ALLOW FOR A STOPPING BREAK AND GIVE HIM AN APPROPRIATE DISTANCE FOR SAFETY. THE BREAK, HOWEVER, OCCURRED 150 FEET BACK OF THE SLOPE STAKES, WHICH WAS BEYOND WHERE HE STOOD, AND HE AND TWO HELPER WERE KILLED WITH THE RUSH OF DIRT AND BROKEN STONES 200 FEET DOWN THE SIDE OF THE CLIFF TO THE WATER'S EDGE. ONLY BY A MIRACLE DID ALL THREE ESCAPE DEATH.

WHERE THE ROADBED WAS LAID OUT TOO FAR BACK IN THE HILLSIDE TO ALLOW PLACEMENT OF THE MATERIAL OVER THE EDGE, THE BLASTED ROCK WAS REMOVED BY STEAM SHOVELS, EITHER BY SWINGING THE BEAM OVER THE EDGE OF THE CLIFF AND DUMPING IT OR BY LOADING IT INTO WAGONS OR CARS. RAILROAD AND CATERPILLAR SHOVELS FOLLOWED THE WORK OF BLASTING AND FINISHED THE GRADE AND ROADBED.

THIS WONDERFUL ROAD IS NEARLY COMPLETED, AND THE TOURIST WHO ENJOYS THE SCENIC BEAUTY ROLLING ALONG OVER SMOOTH GRADES LITTLE REALIZES THE TREMENDOUS ENGINEERING DIFFICULTIES ENCOUNTERED IN ITS CONSTRUCTION.

COME WEST CONNECTIONS WERE ALMOST IMMEDIATELY MADE AT SOUTH SAN FRANCISCO, AND HE IS NOW COMPLETING HIS FOURTH YEAR HERE. THE FIRST YEAR HE TAUGHT MATHEMATICS, PHYSICAL EDUCATION, AND WAS THE DIRECTOR OF THE PART-TIME SCHOOL.

THE STATE LAW, IN PROVIDING FOR THE EDUCATION OF OUR CHILDREN, TAKES NOTE OF THE FACT THAT MANY ARE COMPELLED TO GO TO WORK BEFORE THE AGE OF MATURITY. THAT THEIR EDUCATION SHALL NOT BE DISCONTINUED AT THE AGE OF 16, EMPLOYERS ARE REQUIRED TO PERMIT EVERY CHILD TO ATTEND SCHOOL ONE HOUR A DAY UNTIL HE IS 18 YEARS OF AGE. MR. REED'S DUTY AS DIRECTOR IS TO SEE THAT EMPLOYERS OBEY THE LAW AND THAT EVERY CHILD ATTENDS THE AGES OF 16 AND 18 DURING SCHOOL. THIS IS A TASK THAT ENTAILS AN ENDLESS AMOUNT OF EXTRA TIME AND WORRY.

CASTING ABOUT FOR MORE WORDS TO CONQUER, HE BEGAN HIS SECOND YEAR HERE BY ADDING NIGHT SCHOOL TEACHING AND ORGANIZING A SCHOOL ORCHESTRA. CONTINUOUSLY BUSY WITH ALL THIS WORK, HE HAS RECENTLY ORGANIZED A SECOND ORCHESTRA. THE TWO SIGNIFICANT FEATURES ABOUT ORCHESTRA PRACTICE ARE THAT MR. REED TAKES RAW MATERIAL AND REALLY MAKES A SUCCESSFUL ORCHESTRA, AND THAT 8 A. M. ATTENDANCE IS REQUIRED AT ALL TIMES.

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BECKY DIDN'T TALK MUCH IN THE VERY EARLY MORNING. IF YOU SPOKE TO HER SHE MUMBLED. AND HER MOUTH LOOKED FUNNY, TOO. IT WENT IN AND LOOKED QUER AND HER LIPS LOOKED THIS AND THAT AND LONG AND WE WERE PRESED TIGHTLY TOGETHER.

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SHERIFF GETS AIDE

AT THE REQUEST OF SHERIFF T. C. McGovern, the board hired Jules Jara as an assistant and night man at the county jail. The sheriff said that his present force of men was obliged to work overtime a great deal because of lack of help.

THE SUPERVISORS WERE NOTIFIED BY THE STATE BOARD OF HEALTH THAT THE TUBERCULOSIS PAVILION OPERATED IN CONNECTION WITH THE COMMUNITY HOSPITAL AT BERESFORD WOULD BE SUBSIDIZED. THE BOARD WAS COMMENDED FOR MAINTAINING AN ESTABLISHMENT SUCH AS THE COMMUNITY HOSPITAL.

A SPECIAL MEETING OF THE BOARD WILL BE HELD ON MARCH 23 TO CONSIDER SCHOOL BOND MATTERS.

POSTAL SAVINGS BANK DEPOSITORS IN JAPAN NUMBER NEARLY 30,000,000 SEVERAL TIMES THE NUMBER IN THIS COUNTRY.

COLDEST CONDITION IN THE WORLD IS THAT OF FROZEN HELIUM GAS, WHICH IS WITHIN ONE DEGREE OF THEORETICAL ABSOLUTE ZERO.

## WHO'S WHO in the HIGH SCHOOL

Editorial Note—This is the fifth of a series of sixteen articles, written for the purpose of making you acquainted with the teachers in our schools.

ROBERT E. REED

Nebraska was the birthplace of Robert E. Reed, head of the mathematics department and director of part-time education. Weeping Water was the town which gave him his first twelve years of educational background. He was a member of the first graduating class from the Weeping Water Academy, a Congregational school. A four year scholarship from this school permitted Mr. Reed to complete his course at Doane College, Crete, Nebraska, where he specialized in mathematics and music, receiving the degrees of A. (magna cum laude) and Bachelor of Music.

Musicians generally do not have a trend toward athletics. It was true in Mr. Reed's case. His present enthusiasm was developed during college days. By forcing a body to obey an adverse mind, he soon enjoyed playing football and basketball, and won letters in track for low hurdles and broad jump.

He was active in debating and was president of the college debating club for one semester. In the orchestra he played a clarinet for two years, and was the accompanist to the glee club for three years.

IN THE YEAR THAT FOLLOWED GRADUATION HE WAS VICE-PRINCIPAL OF THE FRANKLIN ACADEMY, FRANKLIN, NEBRASKA. THE CALL TO MILITARY SERVICE THEN CAME, AND THOUGH HIS LENGTH OF SERVICE WAS SHORT, HIS ADVANCEMENT WAS RAPID TO THE POSITION OF SERGEANT IN THE 23RD MACHINE GUN BATTALION OF THE 8TH DIVISION, CALIFORNIA. HE REACHED THE FRANCE JUST TWO DAYS BEFORE THE SIGNING OF THE ARMISTICE. AFTER BEING DISCHARGED, HE ENROLLED IN THE UNIVERSITY OF NEBRASKA, AND TOOK POST-GRADUATE WORK FOR ONE SEMESTER. THE NEXT TWO YEARS HE HELD THE POSITION OF PRINCIPAL OF THE BAYARD HIGH SCHOOL, BAYARD, NEBRASKA.

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LOCUSTS HAVE BECOME SO DAMAGING IN URUGUAY THAT THE GOVERNMENT HAS HAD TO HELP FIGHT THEM.

THEY ARE NOW IN OPERATION IN THE WORLD MORE THAN 18,600,000 PASSENGER AUTOMOBILES.

Next Saturday and Sunday—Annual

## Blossom Festival

Saratoga, March 21-22

Join the gay throngs at this merriest of Springtime celebrations.

Happy, laughing people—colorful parades—games and athletic contests—exhilarating revelry. Overall, the soft coloring and delicate fragrance of the blossoms.

Go this way—Southern Pacific's comfortable service to Palo Alto, thence the Peninsula Railway "BLOSSOM TROLLEY TRIP" to Saratoga.

Frequent schedules permit your going at almost any hour during the day, with similar service returning.

Thus escape crowded highways; arrive unhampered and free to enjoy yourself to the full. It's the economical way, too.

For low round-trip tickets and complete information, ask

SOUTHERN PACIFIC

## Southern Pacific

A. E. MORGAN

South San Francisco

Phone So. S. F. 111

(Advertisement)

## Many Here Poison Themselves Daily

Carelessness of Modern Living Results in Digestive Disorders, Sick Headache, Gas, Biliousness—Dr. H. S. Thacher's Remarkable Prescription Relieves Many

A neglected liver can often cause more trouble than a bottle of liver healthy. It is giving quick relief and renewed strength, energy and vigor to numbers here. This prescription, known pharmaceutically as Dr. Thacher's Liver and Blood Syrup, doesn't cost much, pleasant to take and contains only ingredients that are known to physicians for their corrective and health-building properties.



## AUTOMOBILE NEWS



## INDUSTRIAL NEWS



### HOWARD ESTATE FORECLOSES ON PACIFIC CITY

REDWOOD CITY, March 19.—A petition to foreclose a mortgage on Pacific City, San Mateo's amusement park, was granted by Superior Judge George H. Buck, recently.

The petition was brought by the William H. Howard Estate Company, owner of the park site, against A. H. Dougall, Jr., promoter of the park, the Bank of Italy, the Pacific States Construction Company and others.

For the past two years the beach resort has been in the hands of its creditors, who have allowed it to remain open a few summer months in the hope of recovering losses of several hundred thousand dollars, largely San Francisco capital.

Yesterday's foreclosure by the Howard Estate was for \$100,000, based on the purchase contract entered into three years ago last July.

Defendants named were A. H. Dougall et al., the Pacific City corporation and the Bank of Italy. Dougall, president of the park company, is well known as an exporter and importer in San Francisco and former president of the Transportation Club.

Judge Buck allowed \$10,000 for attorney's fees. These representing the Howard Estate were Leon E. Morris and McCutchen, Olney, Mannon & Greene, and for the defendants Knight, Boland, Hutchinson & Christian, Attorneys Kirkbride & Gordon acted for the Bank of Italy.

Joseph R. Fitzpatrick was appointed commissioner.

The foreclosure also affects the holdings of 80 odd concessionaries whose structures, such as scenic railway, "hot dog" stands, dance halls, baby doll games, popcorn booth, airplane swings and the like were all erected at their own expense and operated on a per-

### Origin of Arabian Horse Never Traced

The early history of the Arabian horse is shrouded in that impenetrable veil beyond which investigators have been unable to discover a satisfactory path to knowledge.

Recognizing the thoroughbred as a fixed type of highest quality, results from painstaking and careful mining to obtain particular results, many students have agreed that the Arabian might have been originated and perpetuated in the same way, says a writer in the National Geographic Magazine.

On the other hand, the Arabian and the Barb of northern Africa are so alike, and yet so distinct in every possible way from the ancient horses of the steppes and of the European areas, that admirers of the Arabian and Barb are unwilling to assign them to any but a distinct classification of their own.

There have been many hundreds of books written on the horse. A lifetime devoted to the study has brought the conviction that a large majority of these writings, as far as examined by me, contained little original matter, and that those which may be regarded as authoritative must be considered in the broad light of recorded history and of scientific discoveries in order to assign a correct value to their conclusions.

The preponderance of evidence favors the belief that the Arabian horses were obtained through Egypt, from Libyan tribes of northern Africa, and that by long and careful mating the superior type of Arabian horse has been maintained through many centuries.

### Pest Imported in 1885

The cotton boll weevil was originally Mexican, having been found around Monclova, state of Coahuila, Mex., where as early as 1850 to 1862 it did such damage to cotton that cotton-growing there was abandoned. In 1885 the boll weevil crossed the Texas border into the United States. It encroached steadily from year to year, until, in 1922, it infested practically the entire cotton-growing region of the United States. The only extensive uninfested territory lies in west and northwest Texas.

Joseph R. Fitzpatrick was ap-

pointed commissioner.

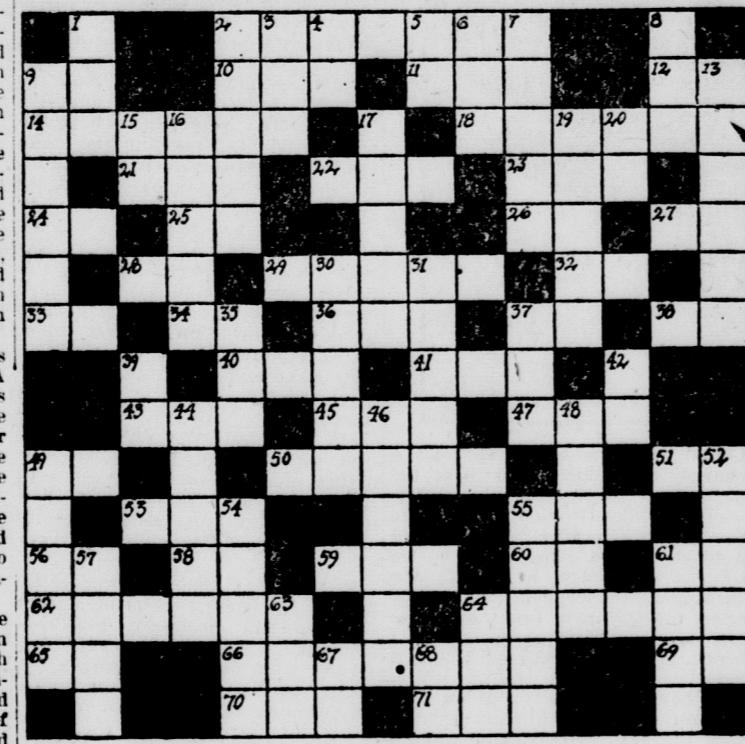
The foreclosure also affects the

holdings of 80 odd concessionaries whose structures, such as scenic railway, "hot dog" stands, dance halls, baby doll games, popcorn booth, airplane swings and the like were all erected at their own expense and operated on a per-

## CROSSWORD PUZZLE

HOW HONEST ARE YOU?

So you will not have to wait until the next issue to find out whether your solution to this crossword puzzle is correct, the answer is printed below. Fold the paper between the puzzle and its answer and go to work. Will you cheat yourself by looking, as some solitaire players have been known to do?



(© 1925, Western Newspaper Union.)

### Horizontal.

- 1—One thousand thousand
- 2—Initials of a United States President
- 3—Curd
- 4—Preposition
- 5—Boy's nickname
- 6—Horse's food (sing.)
- 7—Standing room only (abbr.)
- 8—A vine
- 9—Note of musical scale
- 10—That is (abbr.)
- 11—Mineral in native state
- 12—Put out, as grass
- 13—To excite
- 14—Tantalizes
- 15—Objective of "we"
- 16—Fix again
- 17—Medium of exchange
- 18—Cheeks
- 19—Article
- 20—A sweater
- 21—Lucky number for crap shooters—sometimes
- 22—Be indebted to
- 23—Conjunction
- 24—Skyward
- 25—Part of verb "to be"
- 26—Language peculiar to a people or a district
- 27—Judicial edict
- 28—Pleasing to taste
- 29—Temporary
- 30—Frequently
- 31—Apparition
- 32—Intolerant person
- 33—Small particle
- 34—Person's name
- 35—Boy's name
- 36—Therefore

Solution will appear in next issue.

Rumania will have a munitions plant, which will be constructed by a British firm.

Life is enjoyed leisurely in Haiti and construction of the national railway is progressing slowly.

Although there are 5,000,000 head of cattle in Jugoslavia, there is a shortage of leather in that country.

Lee Sam, dealer, drew a fine of \$350 or 150 days in jail.

Chong Hing, cook, drew the minimum, \$100 or 50 days.

Yee Sing, alleged "lookout," was fined \$300 or to serve 150 days.

Gee Sam, lottery tickets, was fined \$300 or to serve 150 days.

Wong Sing, utility man, fined

an inaccuracy of more than 3 per cent in taximeters is not permitted in Spain.

Concrete is taking preference over structural steel in the construction of large buildings in Canada.

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# COLONIA ITALIANA

With English Translation

EDITED BY ENRICO ROSSETTI

## VINCENZINI BROS. TO BUILD THREE STORY APARTMENT BUILDING

Plans for the erection of a three-story apartment and store building at the corner of Maple and Grand avenues have been announced by Vincenzini Bros., proprietors of the Columbia and Radio Meat Markets. The building will be begun at once.

The two upper stories will contain 2-room and one 3-room apartment each and will be reached by an elevator from an entrance on Maple avenue. The ground floor will contain store rooms. The building will represent an outlay of several thousand dollars.

## I FRATELLI VINCENZINI FABBRICERANNO UN CASEGNAZIO A TRE PIANI PER APPARTAMENTI E NEGOZI

Sono stati annunciati, dai fratelli Vincenzini proprietari della Columbia e Radio Meat Markets, i piani per l'erezione d'un casenato a tre piani per uso appartamenti e negozi sul canto di Grand e Maple avenues. I lavori di costruzione incominceranno subito.

I due piani superiori occuperanno dieci appartamenti di due camere e uno di tre camere che saranno accessibili con un elevatore all' entrata in Maple avenue. Il pian terreno sarà occupato da negozi. Il fabbricato rappresenta un investimento di molte migliaia di dollari.

## URGE ACTION ON HILLSIDE BOULEVARD

Urging the Board of Supervisors of San Mateo county to take the action necessary to the construction of Hillside boulevard through Paradise Valley, the committee of the chamber of commerce, headed by B. H. Truax, on Monday, filed its report with the chamber manager.

The report shows the entire right of way has been turned over to the county by the land owners and reports appeals from citizens and factory heads that the road be built. The committee is composed of B. H. Truax, Pete M. Petroff, John W. Coleberd, A. Vincenzini, F. J. Lautze, and H. J. Borba.

## RACCOMANDANO LA COSTRUZIONE DELLA "HILLSIDE BOULEVARD"

Il comitato della Camera di Commercio per la costruzione della cosiddetta "Hillside Boulevard," capitanato da B. H. Truax, presentò il suo rapporto al direttore della Camera con le raccomandazioni che il Consiglio dei Supervisori della Contea di San Mateo abbia a pigliare i deliberati necessari per la costruzione

## VINCENZINI BROS. TO BUILD THREE STORY APARTMENT BUILDING

della suddetta strada attraverso la Paradise Valley.

Dal rapporto risulta che il direttore di passaggio e' stato acquistato e che tutti i proprietari dei terreni hanno rimesso le concessioni alla Contea con diversi appelli di cittadini e padroni di fattorie perché la strada sia costruita.

Il comitato e' composto da B. H. Truax, Pete M. Petroff, John W. Coleberd, A. Vincenzini, F. J. Lautze, e H. J. Borba.

## LARGE CROWD ATTENDS LEGION NIGHT

The auditorium of the South San Francisco High School was crowded on Friday night for the entertainment given by the local post of the American Legion. In addition to several pleasing vocal and musical numbers and an exhibition drill by the Boy Scouts, an essay contest was announced by the audience. Children of this city of the ages from 12 to 18 are urged to submit 500-word compositions on the subject: "Why has the American Legion, an organization of veterans of the World War, dedicated itself, first of all, to uphold and defend the Constitution of the United States?" Essays must be submitted by midnight of June 1, 1925. Prizes consist of \$750, \$500, and \$250 scholarships in any university in the United States for the best composition written in the entire country, and three medals awards for the best state paper.

The Eagles were given permission to hold a circus on the lot of Railroad and Division streets from May 12 to 16. The Drunks will give a benefit dance Sunday, April 21, from 2 p. m. to 1 a. m.

The board decided against holding a July 4th celebration after the committee headed by Trustee Blank had reported sentiment among the merchants and citizens was against it. A celebration for next fall will be planned.

## LA CAMPANA DEL "CAPRIFUCO" SUONERA ANCORA

Lunedì sera, alla seduta del Consiglio Municipale, in seguito a richiesta del Club delle donne (Woman's Club) il consiglio diede ordini al capo pompiere Ben H. Truax ed al capitano di polizia Louis Belloni, per gli arrangiamenti per il risuono della campana del caprifoco per dare alla sera il segnale a tutti i minorenni sotto i 16 anni d' età di ritirarsi nelle loro case.

Il comitato stradale in compagnia dell' ingegnere cittadino George Kneese e' stato ordinato di passare in rivista tutte le strade e contrade che richiedono d' essere pavimentati o riparati.

Seduta stante, John Tacchi si ebbe il permesso di fabbricare una casa d' un solo piano in Baden avenue; Ernesto Carboni per un bungalow nel High School Park del costo di 4000 dollari e Emilio Cortesi per un fabbricato per uso di negozio al Peck's Lots col patto che abbandoni il locale che lui ora occupa.

Alla laggio degli "Eagle," e' stato dato il permesso di esibire una "circus" nel lotto al canto di Railroad e Division streets fra le date dal 12 al 16 maggio e a quella del Drunk il permesso di tenere un ballo pubblico domenica 19 aprile in beneficio di due membri ammalati da lungo tempo dalle ore 2 p. m. al 1 a. m.

In seguito a investigazioni fatte dal consigliere Carl Blank fra i commercianti della città, il consiglio decise di non tenere nessuna celebrazione del 4 luglio (Four July); però e' stato progettato una celebrazione per il prossimo autunno.

## FETHI BEY



Fethi Bey is the new premier of Turkey, succeeding Ismet Pasha.

## PROFESSIONAL DIRECTORY

### Dr. Charles M. Decker

DENTIST

Office and Residence,

335 Grand Avenue,

Telephone 235.

Evenings by Appointment.

### Dr. J. C. McGovern

DENTIST

Office: Bank Building

So. San Francisco,

San Mateo Co., Calif.

### Dr. J. P. Juhl

I GUARANTEE MY WORK

OPTICAL SPECIALIST

27 Seventh St. San Francisco

### J. W. Coleberd

ATTORNEY-AT-LAW

South San Francisco,

San Mateo Co., Calif.

### JOHN F. DAVIS

ATTORNEY AT LAW

South San Francisco Office: City Hall,

9 to 3:30 daily. Telephone 255-J.

San Francisco, 204 Golden Gate Bldg.

4:15 to 5:15 daily. Telephone

Prospect 556.

### A. J. Scampini

Attorney and Counsellor at Law

Office Hours: 6:30 to 8:30 p. m.

Olcese Bldg., Colma

### South San Francisco Hospital

Cor. Grand and Spruce Ave.

So. San Francisco, Calif.

### Rudolph A. Rapsey

Attorney at Law

San Mateo Ave., San Bruno, Calif.

Telephone San Bruno 15-J.

Also 1001 Crocker Bldg., San Francisco. Tel. Garfield 5289.

## CURFEW BELL TO BE RUNG AGAIN

ORANGE AVENUE DAY TO BE CELEBRATED

Arrangements for the ringing of the curfew, the signal for all children under age of 16 to be off the streets, were placed in the hands of Fire Marshal Ben H. Truax and Chief of Police Belloni by the city park board of trustees Monday night, following a request from the Woman's Club.

The street committee and City Engineers George Kneese were ordered to review all streets and alleys with a view toward paving and repairing.

John Tacchi received a permit to build a one-story dwelling on Market Street. Ernesto Carboni for a bungalow in High School Park cost \$4,000, and Emilio Cortesi to build a store building and dwelling on Peck's Lots if he abandons his present store.

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## LA CELEBRAZIONE DEL GIORNO DI ORANGE AVENUE

Tutti i residenti di questa città sono richiesti, pregati, sollecitati d'essere assieme a quelli che aveva' la moglie domenica 19 Aprile nel sito ove sara' costruito il nuovo parco cittadino.

In quel giorno, tutti gli uomini presenti saranno riforniti di falò, zuppe, badile e altri strumenti adatti, per tagliare i cespugli e sara' loro richiesto d'andare ad aprire la Orange Avenue attraverso la boscaglia fino alla cosiddetta Los Cerritos tract.

Il scopo di questa iniziativa e' quello d'aver pronta e aperta la proposta estensione di Orange Avenue per il 21 d'aprile, giorno in cui avra' luogo l'undicienna della petizione di questa città alla Commissione Ferroviaria e far sì che, qual' ora il Commissario volesse fare un sopralluogo al sito del passaggio a livello della ferrovia e dei binari della Market Street Railway Co., il posto sia praticabile e adatto a dimostrare la necessità della suddetta strada ed inoltre far vedere il luogo ove sara' adibito a parco ricreativo.

La suddetta apertura, rendera' possibile ai 150 o più residenti di Los Cerritos tract, di venire a far la spesa in città, piuttosto che a San Francisco o altrove.

In quel giorno sara' servito un "barbecue" e altre vivande a tutti i lavoranti ed in aggiunta alla meritevole causa, come attrazione saranno esibiti divertimenti in quantita'.

I preparativi sono alla direzione di un comitato capitanato dal consigliere cittadino A. J. Eschelbach e composto da H. F. McNeilis, Hugh McCaffrey, C. B. Hodges, Ira H. Potter, Robert Burns, Ben H. Truax e Harry J. Borba.

## Trivial Diary Entries

### Best Record of Doings

A hundred times, perhaps, the pen has been taken up with reluctance to tell the story of an unexciting day. There has seemed to be nothing worth the spelling of paper with ink, says a writer in the London Times. Yet, for habit's sake and in a determination not to be beaten, an entry has been made and often, at the year's end, these entries, which once seemed so dull, are found to have more truth and more entertainment in them than many a record of a relatively eventful day.

When "there is nothing worth saying" a diarist is apt to fill in the gap with a little of himself, to give play to his imagination, to escape from that formality which settles over even the simplest of domestic histories, and to permit himself, as he thinks, to be trivial. Then, indeed, he is writing, as the perfect diarist must nearly always write, for no other eye but his own. He would be ashamed to publish; he would blush to imagine posterity looking at that singularly trivial page.

Yet that is the page which amuses him when months later he re-reads it, and that certainly is the page in which, if it survives, his great-grandchildren will have their chief delight. "An empty day," he thinks as he writes, "What on earth can I say of it?" And nine times out of ten it is on such occasions that the trivial goddess who presides over the fortunes of diarists tricks him into drawing without knowing it a portrait of himself.

## BUILDING PERMIT FOR THEATER IS SOUGHT

### BY ELLIS J. ARKUSH

Permission to build a \$300,000 moving picture theater in San Mateo is asked of the San Mateo city council. Ellis J. Arkush, connected with several theaters on the peninsula, including the Sequoia Theater of Redwood City is the applicant.

## USE WOOD ASHES

Sprinkle wood ashes over the garden just before a rain. This is a great potash fertilizer, and potash does not leach out of the soil.

Potash is a necessary fertilizer for fruits and flowers.

## RUMANIA faces a flour shortage

## LEGAL

### NOTICE OF RE-ZONING CITY OF SOUTH SAN FRANCISCO

Notice is hereby given by the undersigned that the Board of Trustees of the City of South San Francisco, pursuant to the law made and provided, hereby calls a meeting of the general public and all persons of South San Francisco who are participants in the re-zoning for the year 1925, at 7:30 p. m. in Assembly Room, City Hall, South San Francisco, for the purpose of considering the Re-zoning of the City of South San Francisco.

DANIEL McSWEENEY, City Clerk.

Dated: March 12, 1925.

# Folks

Whatever the first advertisement, advertising is old as history. When folks have something worth talking about, they naturally talk about it; and folks were folks ten thousand years ago. Verbal pictures became pictures on cave, totem pole, tent—then on paper.

Advertisers to-day are folks too. They want to give you easy knowledge about something worth knowing about. They let you take in, with one sweep of the eye, the meaning of an advertisement. Product, style, size, price. What they tell through advertisements has made all the difference between you in your comfortable home . . . and the cave-dweller in his stone.

Do you read their messages—always? They can lift you to greater progress.

There is one way to buy with assurance—let the advertisements be your guide.



## Selective Sets

at Selected Prices

The joys of radio are increased when you have a selective set—one that will enable you to pick up any station you want. The sets we sell—

ATWATER KENT  
RADIOLA  
ZENITH  
CROSSLEY

are the best in the market today. Let us demonstrate.

PENINSULA  
MUSIC CO.

258 Grand Ave.

Advertisement

## Gland Patient Withstands Severe Endurance Test

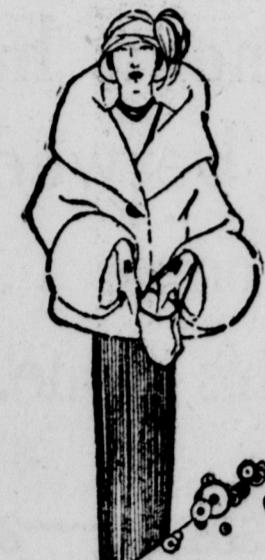
After suffering from a nervous breakdown, and being subject to dizzy spells, a man of 35 regained his health and strength through glandular treatment. As an actual test of his perfect health, this gland patient recently ran and won the one-mile and three-mile race in the annual field meet of one of California's State Institutions. Even more remarkable than his speed was the physical condition of the athlete after breasting of the ordinary runner.

Glandogen, the new scientific gland tonic, which is prepared in convenient tablet form for men and for women, provides a simple method of taking glandular treatment. Accept no substitutes. insist on genuine Glandogen, the original gland tonic.

Peninsula Drug Co., South San Francisco, Colma, and Daly City, will supply you.

Printing presses made in this country and installed in other lands last year were valued at nearly \$5,000,000.

We are featuring



The new  
THINPACTS  
BY Colgate

70¢

Extremely slender—equally smart—and surprisingly modest in cost is the new Colgate Thinpact whose good-looking, gold-finished case fits, almost unnoticed, in the flat purse or fatter pocket of the day's mode.

The Thinpact is an answer to your demand, Madame, for a lighter, thinner, yet entirely practical single compact.

Price, 75¢.

Peninsula Drug Co.

SOUTH SAN FRANCISCO DALY CITY BURLINGAME COLMA

## South San Francisco Social and Personal Items

Mr. and Mrs. A. J. Lundburg and son, George, of this city, were the guests of Mr. and Mrs. John Lundburg of San Francisco on Sunday, the occasion being John Lundburg's 79th birthday.

The Y. L. I. will hold their social meeting in Parish Hall Wednesday, March 25.

C. Lautze of San Francisco is spending several days at the Lautze home in this city.

Miss Cecilia Dolan of Minneapolis, a cousin of Dr. J. C. McGrath, Mrs. Henry McGraw and Mrs. C. C. Conrad, visited in this city for several weeks on her tour through California.

Mr. and Mrs. Moehring and daughter, Dorothy, of San Francisco, were visitors at the Davidson home on Saturday.

Mr. and Mrs. William Thorp of Miller avenue have had as their guests for several days, Mrs. C. L. Creight and children of San Bruno.

The Woman's Club members are practicing every week for the "Old Maids' Convention" to be held in the Fraternal Hall March 16th.

The card party held in the Parish Hall on Tuesday was a huge success. There were 15 tables. Refreshments were served late in the evening.

Mr. and Mrs. Charles Mercks, Jr., are driving a Ford coupe delivered to them on Saturday.

Mrs. John Zaro and children of San Bruno are spending a couple of weeks with Mrs. Zaro's sister in Oakland.

Mrs. William Doyle, Mrs. Ernest Langenbach, Sr., and Mrs. J. Riccomi motored to Mountain View on Tuesday, where they visited Mr. and Mrs. E. Langenbach, Sr.

Mrs. William Doyle and son, Bill, were the guests of Mrs. F. Rodgers at her home in St. Francis Wood on Monday.

Constable James Wallace and Justice of the Peace Ed. Farrell went to Sacramento Wednesday with the delegation of San Mateo county township officials to lobby for an increase in salaries.

Mrs. John Mager and children are convalescing at their home at 721 Miller avenue.

R. C. Stickle spent Saturday and Sunday with his son, Cecil, who is at a Los Gatos sanatorium.

Mrs. Andrew Hynding and son, Norman, and Mrs. F. S. Dolley and family, spent the week-end at the Dolley summer home at Boulder.

John Debenette of San Mateo formerly located in this city, was here on business Saturday. He is more generally known as the president of the Artichoke Association.

Robert Scott is walking on crutches these days, as the result of a sprained ankle received at Junior College, San Mateo.

Elmer Vaccari and Hayden McMillis attended the plays presented under the auspices of the McKinley Parent-Teacher Association on Friday evening, March 13, at the auditorium of the Burlingame Grammar School. Mrs. Lewis E. Adams played the part of the bride.

Lawrie Chateauneuf of 351 Grand avenue, who is working for Paul Stanisic as carpenter, fell off the scaffold of the house he is building at the corner of Spruce and Baden avenue, and broke his right foot, last Tuesday.

Mr. and Mrs. George Wallace, former students in the local high school and now living in San Francisco, were visitors here last Wednesday evening and again on Sunday.

A. Vannucci is building a new house on Spruce, corner Lex, just across from the high school.

Charles E. Miller, graduate in the June class from the local high school, is filling his former position again with Jennings' Pharmacy, after working in San Francisco for the past six months.

Mrs. H. J. Holt and daughter spent Friday afternoon in Burlingame visiting Mrs. L. E. Adams.

Miss Frances Jennings underwent an operation for appendicitis on Saturday at the St. Mary's Hospital. She is reported as doing nicely.

Tom Allen and family were the guests of William Kuhlman on a motor party to Half Moon Bay on Sunday.

Mrs. A. Perazzo has returned to her home after being in the Mills Memorial Hospital, and is now up and around.

Mrs. Asa P. Beall is spending the week with her daughter, Mrs. S. R. Wills, in Los Gatos.

Mrs. Taylor and infant son Eugene, left Saturday last for Salt Lake City, Utah, with Mr. Taylor's mother, who has been visiting here. She will visit relatives there for the next few weeks.

## South San Francisco Social and Personal Items

Misses Peggy Kavanaugh and Mac Fitzgerald, formerly of this city, now of San Francisco, attended the St. Patrick's day party given in the Parish Hall, by the Y. L. I., on March 17.

Miss Anita Ebecke of Lomita Park was visiting friends in this city Friday afternoon.

Mrs. Ambrose McSweeney, who has been ill several days with a gripe, is improving rapidly at her home at 798 Grand avenue.

Mrs. Andrew Hynding and Mrs. A. P. Scott motored to Santa Clara on Friday, where they visited relatives and friends.

Mrs. M. D. Lessard, who has been visiting in the southern part of the state for the last three weeks, returned to her home in this city Friday evening.

Mrs. Louise Reid, who has been confined to her home by illness, has returned to her studies at the local high school.

W. H. Coffinberry returned Sunday from a business trip to Los Angeles.

Mrs. Helen Boyle of San Francisco visited at the home of Mr. and Mrs. Eustace Boyle on Tuesday.

Mrs. George Holston was confined to her home for several days due to illness.

Dr. F. S. Dolley and E. C. Peck returned late Sunday from a new day's business trip to Los Angeles.

Frank Whitehouse and the Misses Myrtle Dukeman, Edith Annie and Ida Whitehouse, spent Sunday afternoon at Spring Valley.

Rev. Asa P. Beall attended a Men's Council meeting of the M. E. church last Tuesday and Wednesday in San Francisco.

Mr. and Mrs. Louis Roccelli and Mr. and Mrs. G. J. Schall of Stockton were guests of Mr. and Mrs. H. Baldwin and family on Sunday.

Mrs. E. P. Kauffmann attended a St. Patrick's luncheon and bridge party given by Mrs. F. S. Peyle at her home at 1037 Church street, San Francisco, on Tuesday.

Word has been received here of the birth of twin daughters to Mr. and Mrs. Charles Genasci of Galt. The girls arrived on Saturday, March 7 and are named Eleanor Irene and Helen Vivian. Mr. Genasci was at one time connected with the bank of South San Francisco.

STATE RESIDENT OF WOMAN'S CLUB HONORED

The state president of the Woman's Club, Mrs. John Urquhart, was honored at the San Mateo County Federation of Woman's Clubs, at the San Mateo meeting, Thursday March 12. She gave an inspiring address on "The American Home". Mrs. Edward J. Wales of San Francisco, was also a guest of honor. Mrs. John L. McGlenn of San Mateo, entertained 10 guests at dinner, in honor of Mrs. John Urquhart. Mrs. C. E. Peck was the guest from this city.

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Mrs. Taylor and infant son Eugene, left Saturday last for Salt Lake City, Utah, with Mr. Taylor's mother, who has been visiting here. She will visit relatives there for the next few weeks.

Ray C. Taylor, identified with the South San Francisco Land and Improvement Company in this city, will move to Oakland about April 1, where he will be employed by the firm of Caldwell & Kaiser, realtors. Taylor will have charge of sales in Maxwell Park, a new tract recently opened by the firm in East Oakland.

Mrs. J. C. Carmody, daughter of Mac Fitzgerald, formerly of this city, now of San Francisco, attended the St. Patrick's day party given in the Parish Hall, by the Y. L. I., on March 17.

The Rev. H. A. Walsh, brother of Mrs. R. J. Dower, was operated on in St. Mary's Hospital on Wednesday.

R. L. Robinson of Santa Clara was a visitor in this city Monday.

Miss Cecilia Carmody, who has been ill several days with a gripe, is improving rapidly at her home at 798 Grand avenue.

Mrs. Andrew Hynding and Mrs. A. P. Scott motored to Santa Clara on Friday, where they visited relatives and friends.

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